

Departmental Action Plan

Student Name: Bobby Moore

Class & Student Number: Hendrick leadership Academy 6/10612

Academy Week: Variable Operations 1 – Preowned

Current situation or challenge you want to address:

Internet closing ratio has dropped your over year- we are currently at 6.2%

Overall Objective and Specific Desired Results:

Customize description of vehicles and all units online within 5 days with photos.

Get Internet closing ratio back up to 12%

Describe your action plan in detail (be specific and include before and after measurements)

Identifying unique vehicles, i.e. making sure the marketing is up to date as well as accurate descriptions of vehicles with correct equipment and features.

By the accurate data and descriptions the closing percentages will increase

Timeline: Describe specific short term and long term checkpoints to monitor progress

Monitoring the scarcity reports on a daily, weekly and monthly basis as well as checking listings of all vehicles.

Meeting with Stakeholders (dealership personnel)

Describe what behavior change is needed to support desired goal. Address required coaching, training and/or consequences. Include timelines / Accountability / Monitoring process and in

- a. Who: **Preowned managers and sales staff**
- b. What: **Achieve 12% Internet closing ratio by consistently reviewing online ads, vehicles, listings, accuracy, coaching sales staff on looking for errors and letting the preowned managers know if found.**
- c. By When: **January 1, 2018**
- d. How: **Coaching the preowned managers and sales staff on what is expected on a daily weekly and monthly basis. Consequences are 1st a verbal warning, 2nd a written warning, 3rd a suspension and 4th termination**

Dealer agreement:

If you need your sponsors support or approval to implement your plan, have it signed off before you start. If you can proceed on your own, present this action plan to your sponsor before next class. Describe the meeting:
